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Extension Service Review



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A PICTURE THAT TELLS THE STORY OF A DEMONSTRATION IN WEED CONTROL
IMPROVED PASTURE (LEFT) UNIMPROVED PASTURE (RIGHT)

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Extension Service Review

VOL. 2

WASHINGTON, D. C., MARCH, 1931

NO. 3

Put the Outlook to Work

C. W. Warburton,

Director of Extension Work, U. S. Department of Agriculture

WE hear much to-day about the business side of farming. Successful farming is far less simple than it was 20 years ago. Then the best farmers gave their attention, largely, to improving the soil, controlling insect pests and diseases, growing better seed, and using improved farm machinery and implements. In other words, the emphasis was on larger yields and better quality. Although a knowledge of efficient production practices is still important, we can no longer afford to overlook the economic facts that are placed at our disposal as a guide to production and marketing. To farm without an understanding of the demand for your products and the probable prices at harvest time is like running your automobile without lights on a dark night. You may be fortunate and keep to the road but the percentage is against you.

Outlook Helps Farmers

The national agricultural outlook for 1931 should be of help to every farmer in planning his farm operations. This outlook was prepared after a long and careful study of the domestic and world situation by members of the staff of the United States Department of Agriculture and by representatives of the various State agricultural colleges who understand conditions in their States. It is therefore as accurate a picture of what we may expect during the year from a national standpoint as it is possible to give. The outlook is designed for the sole purpose of helping farmers to make more money. If it does not do this, it is, of course, worthless. The outlook does help the farmer. Many farmers through the use of outlook facts manage the farm business more advantageously. If the outlook is applied in a practical way to his local situation, it will help the farmer to answer important questions

that he is asking at this time. For example, he may be wanting to decide right now what to produce, how much to produce, and when to plan to sell. The outlook should help him in removing the element of chance from his operations during the coming season and aid him to avoid costly mistakes in reorganizing his enterprises. Let me give you a few instances of what farmers who use outlook facts have done.

The first case which comes to mind concerns a farmer in the Corn Belt. This farmer believes in utilizing all available sources of information. For years he has been in constant contact with the county agent and with his State agricultural college. As a result of the advice and help that he has received from these educational agencies, he has developed a successful system of low-cost farming. His three main sources of income are grain, hogs, and cattle. The outlook information that he frequently consults aids him to interpret the trend of the market. He is thus able to determine in advance the probable prices that his commodities will bring at the time he expects to send them to market. Consequently, he can change his plans and concentrate on such products as will insure the greatest profit.

Under normal conditions he keeps the same number of sows each year, but he is ready at any time to expand the number if the outlook is for higher market prices or reduce the number if the prospect is for an unfavorable market. From the outlook facts, he can also tell when to make adjustments in the weights and ages at which to market hogs to obtain the best profits. He keeps a herd of milking shorthorns. If there is an upward trend in beef prices, he buys calves, puts them on the cows, and sells beef at the time when the outlook indicates that the best prices may be obtained. When the indications

are for low beef prices, he makes his plans for marketing butterfat instead. Through keeping in constant touch with the latest economic information, he is able to shift his enterprises in accordance with what the market situation justifies. To-day this farmer is buying land and expanding his enterprises when many farmers would sell if they could.

Tobacco Farmers Save Money

Another instance where outlook information saved a group of farmers a considerable sum of money was reported recently from a county in a tobacco-producing section. The local buyers were offering the producers 5 to 6 cents a pound for the particular type of tobacco grown by them. The buyers stated that they could not offer a better price because there was an oversupply of the type of tobacco grown in that locality. A number of the producers fearing an even lower market were about ready to sell. However, one of them consulted the county agent, who immediately got in touch with the State economic specialist. The Bureau of Agricultural Economics of the Department of Agriculture in Washington was asked for a report on the supply and price situation of this particular type of tobacco. This report showed that there was no oversupply of this type of tobacco and that the low prices offered were not justified. Within a week after the first inquiry was made to the county agent, a meeting of interested growers was called. Between three and four hundred farmers were present.

The outlook for the type of tobacco grown by them, based on information from the State agricultural college and from Washington, was presented. As a result of the favorable situation reported, the growers were reassured and held their tobacco for a better price. Within another week, the crop began

to move to market at 12 cents instead of 5 to 6 cents a pound. Did the outlook in this case pay? Judge for yourself.

Of course, outlook information must be interpreted in the light of your local situation. If you are growing potatoes, for instance, and the agricultural outlook states that there will be an increase in potato acreage in the United States, it would be foolhardy to substitute some other crop for potatoes without a careful analysis of the facts. There may be other elements in your own situation that should cause you to act differently than the potato farmer in some other region or even than your neighbor. The following story of how two farmers interpreted the outlook to fit their own local conditions will illustrate this point.

A meeting of farmers was in progress at which extension workers were explaining the agricultural outlook for the coming year. The outlook for potatoes in the late potato States indicated that there would be a 14 per cent increase in acreage. The farmers were asked what they would do to take advantage of this knowledge. One man stated that the potato outlook meant that he should increase his acreage. He had been growing about 30 acres of potatoes. With the prospects for a general increase in acreage in the region and probably a larger crop and lower prices, he stated it was to his benefit to get lower costs of production. Studies of the cost of producing potatoes in his county showed that farmers with more than 30 acres could grow potatoes at a lower cost per bushel than those with smaller acreages. He had sufficient planting, spraying, and harvesting equipment to handle the larger acreage, and with the prospects for lower prices, he interpreted the outlook to mean that he should increase his potato acreage to 50 acres in order to reduce his overhead per acre and his cost per bushel.

Substitutes Crops

Another farmer at this meeting stated that the potato outlook showed that he should substitute other crops for potatoes for that year. This man had been growing 10 acres of potatoes in some years and in other years none at all. He did not have a good outfit of labor-saving potato machinery. Cost studies showed clearly that the cost per bushel of growing 10 acres of potatoes was very high. He believed therefore that it would be to his advantage to discontinue growing potatoes temporarily until the prospects for higher potato prices were better. Both of these men are good farmers who use the outlook to help them make more money, but on the basis of the potato

outlook one increased his potato acreage and the other stopped planting potatoes. The point of this story to any farmer is, study all the facts as they apply to your own farm and then make the necessary readjustments.

Since the national statement was issued on February 2, the outlook has been under discussion in most States at county and community meetings. At these meetings county agents and State extension specialists have presented the local aspects of the outlook and have explained how profitable readjustments in farm enterprises can be made. Attendance at such meetings has given farmers a new slant on this matter of placing their farms on a better business basis.

Farm and Home Economics Conference

DESPITE extremely cold weather more than 20 farm men and women from all sections of the county attended the farm and home economic conference held in Windsor County, Vt., December 3 and 4, reports J. E. Carrigan, assistant county agent leader in Vermont. At the conference the men and women studied the various phases of farm and home life and made recommendations to be used as a basis for a stronger and more forward-looking farm and home program. The conference was held under the auspices of the Windsor County Farm Bureau and directed by the officers of this organization, who were assisted by the county extension agents.

The first session was devoted to a review and analysis of trends in agriculture in New England, Vermont, and Windsor County during the last 50 years. This analysis gave the various committees a comprehensive economic picture of the present situation, indicated the direction of future agricultural and home development, and formed a basis for discussions by the committees.

For two half days the committees, assisted by specialists from the University of Vermont and the State department of agriculture, studied the problems of the farms and homes and at a final session presented their recommendations, which were adopted by the entire conference.

Recommendations Adopted

The young farm people's committee was made up of young men and women not yet proprietors of farms. This committee made a plea for taking the young people into the councils on farm and

The economic situation changes gradually during the year and facts concerning the trends in production and prices and the market demands for your farm products should be consulted frequently. It is important therefore, that the county extension agent keep in constant touch with agricultural prospects. It is with him that the farmer must consult if he is going to use the outlook to advantage. The progressive extension agent prepares himself and welcomes the opportunity to analyze with his farmers the situation in which they find themselves and to help them make profitable changes in their farm operations. The agricultural outlook for 1931 is before us. Let's put it to work.

home-economic activities and brought out the need for studying the problem of acquiring farm proprietorship.

The committee on home economics worked out a budget covering home expenses, which showed that a minimum of \$1,200 net cash income was needed annually to care satisfactorily for the cash needs of the farm home and provide for food, clothing, home furnishings and equipment, recreation, education, religion, and charities.

The farm committees made recommendations for production and marketing policies and practices which would meet the requirements of the home. The best means of doing this was pointed out to be the economical production of fluid milk and cream for southern New England and New York City and the marketing of these products through a central cooperative farmers' milk-marketing organization, such as proposed by the New England Dairies (Inc.). As supplementary sources of income maple products, poultry products, potatoes, forest products, and summer-tourist trade were emphasized as being of great importance. It was pointed out that only as many enterprises should be undertaken as could be handled profitably in a commercial way. To meet the \$1,200 cash income needed in the home, the farm-organization committee found that a gross farm income of about \$4,000 was necessary.

The conference passed unanimously a resolution asking the Windsor County Farm Bureau to give the various committees permanent standing, and now these committees are to meet annually or oftener for the purpose of putting these recommendations into effect.

Stabilizing the Price of Wheat

ALEXANDER LEGGE

Chairman, Federal Farm Board

THE present position of the Grain Stabilization Corporation in regard to the stabilization of wheat prices is not different from the position taken a year ago. At that time the Grain Stabilization Corporation agreed to carry for a time a part of the 1929 surplus. In handling this operation the Stabilization Corporation did not at any time deal in the 1930 crop except that they sold some of the old wheat and replaced it with an equal quantity of new wheat from the 1930 crop. This replacement was made mainly, of course, because wheat if carried for too long a time will deteriorate to some extent.

At present, the question being asked is: What position will the Grain Stabilization Corporation take with respect to the 1931 crop? For the present, this can not be determined further than to reaffirm what was said last year, namely, that stabilization operations must be regarded as an emergency, temporary measure. We sincerely hope that no action of this kind will be required with regard to the 1931 crop.

What we are trying to make plain to the farmers of the country is that it will be impossible to permanently maintain a domestic price level in wheat above the world level unless our production is adjusted to the quantity which is consumed in this country. This means a reduction of about 20 per cent from what has been produced on an average of recent years. What the future price will be clearly depends upon the extent to which producers cooperate in adjusting production to demand rather than upon any policy that the Stabilization Corporation might adopt.

Some people have taken this declaration on the part of the Federal Farm Board to mean that if the acreage adjustment this year was not sufficient the holdings of the Grain Stabilization Corporation would be dumped on the market at whatever they would bring. Such a proceeding has never been contemplated, of course. The corporation will at all times try to work off the stock it has in storage with as little damage to the market as possible. Obviously, however, the corporation can not go on piling up a larger and larger supply of wheat. The cost of carrying it alone would make this prohibitive.

As we see it, American wheat growers rather drifted into their present difficult position without fully realizing what was taking place. We are exerting every possible means to get the facts before them. With those facts before them, it is up to them to act. If they prefer to fight it out among themselves on the basis of the survival of the fittest until a sufficient number of them go broke so that the remaining growers will not be producing more than the market will take, that is their privilege. It seems inconceivable in this day and age that they should prefer such action to the procedure we have recommended, namely, a gradual readjustment downward to bring their wheat production within the limits of domestic consumption.

Neither can we see how any of our American wheat producers can hope to compete permanently in the world market under existing conditions. At the present time, based on the price that wheat is selling for in the Liverpool market, the average grower in the United



States would be getting less than 40 cents a bushel; in some localities perhaps less than 30 cents, the Liverpool price being at the lowest level that has prevailed for some 337 years. If this does not appeal to the grower as being sufficient reason for adjusting his production to the quantity that can be consumed at home, on which he will get the benefit of the tariff protection, it would seem rather impossible for us to offer an argument that would convince him.

Of course, something may happen in some of the large wheat-producing countries of the world that would temporarily run prices up to a level where exporting would yield a fair return to our growers. Even if this should happen, our wheat farmers should not be led to expect any permanent improvement in the export situation. The acreage of other exporting countries is far more than sufficient to supply the needs of the importing countries, and apparently these exporting countries are either willing to or are compelled to sell at prices with which the American farmers can not hope to compete.

Montana Outlook Meetings

ASERIES of outlook and farm board meetings was held in each county in Montana early this year for the purposes of explaining the organization plans for wheat marketing approved by the Federal Farm Board. Combination outlook and marketing meetings were held to discuss the outlook reports and to use these reports as a basis for recommending increased plantings for crops such as flax, or decreased acreages for crops such as wheat.

The Montana Extension Service feels that these meetings had the desired ef-

fect inasmuch as the Division of Crop and Livestock Estimates of the Bureau of Agricultural Economics, United States Department of Agriculture, reports that the flax acreage in Montana increased from 293,000 acres in 1929 to 469,000 in 1930. This, they believe, is fairly good evidence that the flax campaign, reinforced by the outlook report, received attention from Montana farmers. Forty-five county meetings with an attendance of 4,245 were conducted by Farm Management Specialists Paul Carpenter and V. D. Gilman, and County Agent Leader

Fred Bennion. In addition to this series, extension agents continued to extend their message through 85 community meetings on outlook information which were attended by 6,047, and 96 meetings on the farm board which were attended by 6,438 persons. The outlook and farm board meetings were sometimes combined, but in most cases they were separate series.

A number of extension agents in Montana are now sending the agricultural outlook report, issued monthly, to all farmers in their counties.

The Field as a Source of Information to Extension Workers

P. H. ROSS

Director, Arizona Extension Service

BY FAR the greater part of the information used by extension workers doubtless always will be obtained from experiment stations. Circumstances sometimes throw a worker on his own resources when in search of information that ordinarily would be procured by experiment stations, and there is other information pertaining peculiarly to his own conditions that he always, without doubt, will be obliged to get for himself. In other cases the farmer will be the one to furnish the information, while often it will require teamwork on the part of the farmer, the extension man, and the research worker to obtain certain important facts.

Experiment in Poultry Culling

Along in 1921 a county agent in an Arizona county began to wonder about the ultimate profitableness of the popular system of poultry culling. It was the usual practice to hold culls for a week for comparison with selected birds. The demonstration was always very convincing for the length of time conducted, but the question in the agent's mind was whether the demonstration would prove as effective if the two groups were compared for a year.

The agent was surprised not to be able to locate any basic research upon which the work was founded. The practice was evidently based upon the experience and observation of producers and professional poultry men and not upon careful investigation. This aroused greater curiosity, and as a next step, the agent arranged to have the culls in a certain flock held for observation. In order that no question might be raised regarding the culling, he arranged to have it done by a competent poultry specialist. The culls were fed and cared for in the same manner as the remainder of the flock that had been held as good layers. The response of the culls was not immediate, but in a short time eggs began to appear. The culls made an average yearly production of 134.6 which compared very favorably with that of the selected flock. Certainly that average indicates that some hens of exceptional laying ability were among the culls as many must have been low producers.

Continued observation and test by the agent for a number of years led to the

conclusion that for conditions in southern Arizona, at least, the accepted method of culling was not based on the hen's ability as a year-round layer, but only on whether the hen was in production at the time of culling, and to some extent her performance during past months. This work established no new positive truth, but it certainly laid open to question methods long accepted as the most practicable.

In 1924 the irrigation specialist began a study of irrigation practices in Arizona. The most immediate and important question seemed to be whether farmers were obtaining adequate penetration of irrigation water when applied to the soil. The nature of the problem was hardly one demanding the attention of the experiment station. The obvious solution was for the specialist to determine the real situation from actual testing. He proceeded to do so, and made borings with a soil auger on approximately 150 farms throughout the State. In only a few instances did he find a greater penetration than 18 inches. The roots of cotton, alfalfa, wheat, and many other crops penetrate the soil to a depth of 72 inches or more. Obviously the storage capacity of the soil and the feeding area of the plant were being restricted unnecessarily.

Correcting a Bad Situation

The situation was not apparent to the operator because it was under ground, out of sight. It was not a project of a nature that would be regarded as pressing for the experiment station, in view of the heavy demand on station funds for more fundamental work. Yet it was information of the highest importance to the farmer and the irrigation specialist, the results of which were used immediately to correct a bad situation.

The necessity for getting adequate penetration of irrigation water and of knowing that such penetration was accomplished have been since then generally emphasized by county agents and the irrigation specialist. In the spring of 1930 a definite check up of progress was made by the extension service. In a survey of 61 farms in 3 counties by actual tests with the soil auger, it was found that on 30 farms, or 50 per cent, a penetration of at least 6 feet had been

reached quite uniformly over the fields. In nearly every instance the penetration was found to be much better than in similar fields six years earlier, which gave proof not only of the effectiveness of the extension method, but also of the real value of the practice advocated. A practice may be pushed into many farm operations through aggressive salesmanship, but if it has no merit it promptly falls again into disuse.

Experiment Station Assists

The value of a close relationship between the station and extension workers is shown in the following instance:

An Arizona county agent and the irrigation specialist were studying a problem of difficult penetration in an area irrigated by water from wells. Black alkali in the water was suspected, but a chemical analysis did not reveal it. When soft or distilled water in connection with gypsum was used in percolation tests of soil from the area, satisfactory penetration was obtained. However, the county agent had tried gypsum on soil in the area on previous occasions with no satisfactory results.

The field workers were puzzled that water from these wells should give results which should be expected from the application of black alkali water. The sample of water of one of these wells from which the chemical analysis was made had remained in the laboratory for several days when a recheck of the analysis was requested.

Much to the surprise of everyone, the tests showed about 17 parts to 1,000,000 of black alkali. The field workers took another sample of water direct from the discharge pipe of the same well, and two analyses made several days apart showed the same general results. A research worker suggested that possibly some of the sodium bicarbonate contained in this water, when subjected to the heat of the laboratory, was being transformed into sodium carbonate or black alkali. Several other tests were then made, both in the field and the laboratory, and the suggestion given proved to be the correct one.

The farmers of the area had been saying for years that the getting of satisfactory penetration of irrigation water was growing more difficult. Through

teamwork the farmer, extension worker, and research man had discovered the scientific reason for the phenomenon, and established a basis for working out a remedy.

Pecan Industry Developed

Sometimes a problem which is of great importance to a single county may have no significance in other counties. A case in point is shown by the development of the pecan industry in Yuma County. The adaptability of pecan trees to conditions in this county was so apparent from results obtained on scattered farms that an effort to make it one of the leading crops of the valley was started by the producers most interested. It was important that the status of the industry be known. The county agent seemed to be the only source to whom to look for information. He immediately made a thorough survey, locating all pecan growers, learning the acreage, the number and age of trees, the bearing records to date, and the available acreage of land adaptable to pecan production which was not in use for that purpose. This information formed a basis upon which to plan intelligently the part that the pecan industry was to have in the agricultural program of the county. It is evident that the information could not have been obtained so economically and so promptly from any other source.

Data are being obtained from poultry men in the State to determine the factors that affect profits in the industry. This information is being procured through forms supplied poultry men who report monthly to the county agents. The procedure is a means of getting information of exceptional local value, but in addition, the method lends itself excellently to the adoption of better practices by reporting poultry men. The showing of profits in the actual conduct of the business through following certain practices gains converts faster than other methods. The effectiveness of this latter feature would be diminished or destroyed if the information were obtained in any other way than through the active participation of the poultry men. It is a type of information that, all things considered, the extension service can obtain for itself with better results than if it looked to some other agency.

Effective Dissemination of Facts

In any organization it is essential that there be a definite division of labor among its various members. When the general principles governing this differ-

IN SPITE of drought, hard times, and lower prices, Alabama curb markets have increased their sales; the total sales of 19 markets for the year 1930 amounting to \$413,039.71, an increase of \$18,-899.66 over the total for 1929.

Since the opening of Alabama's first curb market in Gadsden in November, 1923, \$1,640,254.82 has passed into the homes of more than 4,900 farm families in 21 counties. And what has the farm wife done with the money? What of efficiency, comfort, culture, happiness has she brought into the life of her family? While she has been developing the resources of her land, while she has been building up her trade at the market, while she has been making contacts with other rural women and with city women, what has been going on within her? Let her answer for herself, in words that are typical of the thousands of farm women who are increasing the incomes of their families by selling upon the curb markets:

With the grateful thoughts of my success in mind, I want to tell my story of how I "broke in" on the curb market on a hot July day with a few baskets of fresh vegetables and fruit to see what it all meant. In a few hours everything was sold, bringing \$8.75. Gratifying indeed! So next market day I was there again with a few more things than before, selling out by 10 o'clock and on my way home with \$12.50. It was then that I firmly resolved to stay on the market if I could clear \$5 per day.

All went well until late autumn, my highest sale day bringing \$25, when severe drought began to tell on everything growing. I was then put to the test to get enough produce to make a market day. Sales ran as low as \$5.75. This proved a blessing in disguise, for it

caused me to think and act. I turned to the forest with the thought in mind that if my city friends love the beauties of nature one-half as much as I do, surely they will like a few specimens of what I am so rich in. Then I went to work and carried in pine, holly, magnolia, maple, crab apple, hawthorn, redbud, sweet-shrub, sumac, yellow jessamine, columbine, sweet myrtle, gallberry, yucca, and others. My friends welcomed them and sales from these alone nearly doubled what I would have received for my garden produce alone. So I still carry them in—the plants for setting in season, their gorgeous wild blooms in springtime, and the wild fruits and nuts in harvest time. Thus the forest, when given a chance, is a source of year-round cash.

Now that my story may prove helpful to some one else I want to state in figures something of what it has meant to me. I started to curb market 18 months ago "down and out." I paid my way in a neighbor's car and averaged \$30 in sales per month. To-day I go in my own conveyance, sell \$50 worth per week, owe no debts and have some cash on hand. I am in the curb-market business to stay and have set my goal for this year's sales at \$100 per day. I have scored one time already, having had sales amounting to \$104 in one day. My total sales for 1929 amounted to \$3,243.50.

I am now using some of my profits to remodel my home. I am president of the Smilietown Club, which is studying home management. I hope by the end of the year to have proof in our home life of what the curb market has meant to me.

The Alabama curb market builds new rural homes and makes over old ones; it pays off debts and establishes savings accounts; it sends boys and girls through high school and college; it brings about contact between town folks and country folks; and it offers social opportunity to rural women, developing leadership among them.

entiation have been established, then the organization begins to learn by experience how best to take care of problems that fall in the twilight zones. Although the primary purpose of the extension service is to disseminate knowledge, experience has shown in some instances that the best preparation for effective dissemination is the participation of farm people in assembling the information. And, too, the extension service must depend upon its own resources for obtaining a great part of its subject matter, especially that which has an immediate and local application.

Baby Chick Shows

Baby chick shows were held last spring throughout New York State to aid both hatchery men and farmers to recognize quality in chicks, reports L. M. Hurd, poultry husbandman in New York. The show in Sullivan County also acquainted the farmers with new equipment, such as battery brooders and disinfecting torches, and indicated that, although a large percentage of the chickens raised in that county were purchased out of the State, the near-by hatcherymen were offering excellent stock at reasonable prices.

Is Extension a Profession?

C. B. SMITH,

Chief, Office of Cooperative Extension Work, U. S. Department of Agriculture

EXTENSION workers, generally, are interested in the question of whether extension teaching has "arrived" as a special profession. Thought is being given as to what remains to be done to give extension workers the same professional recognition accorded resident teaching, engineering, law, and the similar established professions. What are the attributes of a profession, and how is extension work meeting them?

Specialized Training

The term "profession" implies special training to enable one properly to meet the requirements of the work in which he expects to engage. For the most part the present force of extension workers have had a four years' college course, but few of them have had training especially designed to fit them for extension teaching. More than 20 of the State colleges are now giving one or more undergraduate professional courses open to juniors and seniors interested in becoming extension workers. Two of the leading State universities, Wisconsin and Cornell, have recently established professional improvement courses on a graduate basis, and are serving as regional training centers for extension workers already in the service. Colorado and Ohio have also made a beginning in the development of professional improvement courses for the extension workers employed in those States.

Much more needs to be done in the training of prospective extension workers. There is need for four or five graduate training centers geographically distributed to serve the 48 States, where extension workers with years of practical field experience can obtain advanced training in extension methods and engage in graduate research in the extension field. The granting of sabbatic leave privileges to extension workers, as has already been done in a number of the States, will only partially accomplish the desired results, unless professional improvement courses are established to meet the requirement of such graduate students.

Literature

Considerable progress has been made in developing extension literature. Nu-

merous bulletins and a few books are now available which treat of the history, development, and methods of organizing and conducting extension work. Much of the so-called extension literature, however, relates to agricultural and home-economics subject matter rather than to extension teaching as a profession. Keen, experienced observers are greatly needed to record in a permanently available form, free from personal opinion and bias, what is taking place throughout the wide field of extension.

Extension Research

As the basis for worth-while literature and in order that extension workers may have a body of scientific data as a guide to the future development and conduct of extension work, increased provision must be made in extension budgets for the conduct of research in the extension field. The beginning which has already been made in this field opens up wide possibilities of increased effectiveness through the application of the results of scientific study to the conduct of extension.

Complete and Accurate Reports

Adequate and systematic record keeping and reporting of observation, activities, and accomplishments are invaluable in connection with any growing and developing enterprise. The importance of accurate records and reports in the conduct of a business enterprise is universally recognized. They are of no less importance in the educational field than in the business world.

Uniform Terminology

In order that extension literature may accurately convey ideas to readers in all parts of the country and throughout the entire profession, a precisely defined and universally accepted terminology is an absolute necessity. Without suitable terminology, records and reports are almost meaningless and extension research is handicapped.

Many extension terms have been officially defined by the Land-Grant College Association and the United States Department of Agriculture. Many additional terms need defining. Recent years have witnessed increased respect for offi-

cial definitions, but the loose use of terminology remains one of the greatest weaknesses of extension teaching from a professional point of view. Extension terms must have a precise meaning to extension workers generally, just as legal and medical terms have a precise meaning to the members of those professions.

Satisfactory Working Conditions

Up to the present time extension teaching has been a young person's job. The long hours of work, physical condition of roads, weather and distance, inadequate equipment, unstable appropriations, and the almost limitless task to be done have all contributed to make it necessary for many well-qualified persons to seek other employment after a few years. The employment of additional field agents and office assistants, the payment of the entire salary of the extension worker from State and Federal funds, as is being done in California, Missouri, Pennsylvania, South Carolina, and several other States, the spread of improved roads, and the development of a technique of the profession are all contributing to length of tenure of office, and the possibility of one being able to continue in extension as a life work.

Professional Standards

It has been said that of all the professions, those relating to education are most lacking in ethical standards. Largely due to the very nature of the work in which they are engaged, perhaps, extension workers frequently fail to give proper credit to research agencies, other extension workers, local leaders, farmers and farm women, commercial and other agencies for their part in the dissemination of information relating to improved practices in farming and home making.

Codes of ethics, rules of conduct, or professional standards, regardless of what they may be called, are worthy of consideration by all of those interested in extension teaching becoming a true profession.

Professional Consciousness

The realization of all of those professional attributes mentioned above is dependent upon the development of a

consciousness on the part of the rank and file of extension workers that extension teaching is a profession. Extension house organs, and associations of extension workers, both State and national, are contributing to this growing consciousness. Epsilon Sigma Phi, the national honorary extension fraternity, is playing its part. It is doubtful, however, if the rank and file of extension workers as yet fully appreciate the part that a strong professional association under competent leadership can play in professionalizing extension work.

Potentially, extension teaching is a profession, but much remains to be done before it can rightfully expect to receive proper recognition as one of the scientific professions.

Home Industries Shop

The Mountain State Home Industries Shop, of Cabell County, W. Va., which opened in 1927 and last year sold \$3,408.41 worth of produce, was started through the cooperation of the Huntington Women's Club and the home demonstration club of the county.

The extension service of the University of West Virginia and the associate home demonstration agent of the county act as advisers for the organization. There is a county chairman in whom local authority is vested, and a full-time manager who attends to the selling of the produce brought in by the rural women. An executive committee aids in establishing standards for produce, in finding new producers and patrons, and in fostering cooperation between the producers and the members of the women's club.

Many varieties of fresh and cooked food products are sold in the shop, which charges a commission of 12 per cent for the sales of perishable produce and 15 per cent for the sales of non-perishable produce. This fee covers the operating expenses of the shop, such as electricity, gas, water, telephone, rent, and paper.

Demonstrations have been given in making cake, cake icing, blackberry jam, candy, baskets, and stoves for the purpose of improving the quality of these products. The executive committee requested that uniform containers be used for canned goods and this regulation is observed by most of the producers. This committee also sent out a letter which listed the standards and requirements for salable products and included recipes that are popular with the buying public.

Michigan Soils Laboratory Truck



One side of the soils laboratory truck opened to show displays

STATISTICS show that 16.6 of soil-improvement practices adopted result from farm and home visits by the county agricultural agent and 13.8 come through office calls on the agent, according to M. C. Wilson, of the Federal Office of Cooperative Extension Work. The reason that the soils laboratory truck, as operated by the soils extension division of the Michigan State College, has been so well received by the county agents and farmers of Michigan is undoubtedly that this truck combines the desirable features of both methods, according to E. C. Sackrider, Michigan soils specialist.

The soils laboratory truck is fitted with a panel body and doors to cover the panels. On the inside of the doors are additional panels making, when the doors are open, a total of eight panels on each side and four across the back. On these panels are displayed pertinent information and data relative to lime, organic matter, care and proper use of stable manure and commercial fertilizer.

Inside the truck are carried a laboratory testing table and equipment for making soil acidity tests, for determining the purity of marl, and for testing soils for available phosphorus content. At the meeting place, which is usually some farmer's yard or a school yard, the truck is opened to display the panels, and the laboratory table is brought forth and placed on the ground at the rear of the truck.

Meetings at the Truck

The truck meetings are well advertised in advance by the county agents. News stories telling of experiences of farmers in the county, who have followed the college recommendations, are

usually used. Each farmer is urged to attend and to bring samples of soil and marl with him.

At the truck meeting the extension specialist spends a short time in talking about the exhibits and data on the panels, then proceeds to the testing, and makes specific lime and fertilizer recommendations for the sample of soil which the farmer has brought to the truck. While making the tests both the county agricultural agent and the specialist have a chance to talk with the farmer and discuss his specific problem; it is this individual work that counts. The original copy of the recommendation is given to the farmer, and carbon copies are left with the county agent so that he can follow-up with the men about whom he has some doubt.

Advantages

This method seems to be ideal, as it closely combines both activities which result in soil-improvement practices being adopted; namely, farm visits and office calls. The individual attention given the farmer at the meetings gives the same information and in nearly the same way that the farm visit or office call would, and it does in one day what would require many days of the agent's time. This is shown by the fact that at 100 meetings in 28 counties in Michigan during the months of June, July, August, and September over 1,600 farmers attended the truck meetings, and 2,084 samples of soil were tested. In addition, some of the atmosphere of the general meetings is created, and the few in attendance who do not bring samples gather information by hearing their neighbors' problems discussed.

Extension Service Review

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REUBEN BRIGHAM, *Editor*

MARCH, 1931

Using the Outlook

What to produce? How much to produce? When to plan to sell in order to make the most money? These are vital questions to the farmer as he goes into production in 1931. It is in helping the farmer to answer these questions that the agricultural outlook must find its application. Around this thought much of the discussion of the future development of the outlook and its uses centered at the national outlook conference in Washington in January.

The steps taken during the past year to hold regional outlook conferences, to make more general the preparation of State outlook statements, and to engage in new lines of economic research, tending to reinforce and to make more applicable outlook information previously available, were commended. Particular appreciation was expressed by both department and State economists of the practical contribution made to the regional outlook conferences by the county agents, district agents, State leaders, and production specialists attending them. Their presence served to bring constantly to the attention of these conferences, the importance of organizing outlook material so that the county extension agent can use it in a practical way in advising his farmers as they plan their production for the year. The comments made served, also, to point out additional facts needed to increase the usefulness of outlook material to the farmer and new lines of investigation that should be undertaken.

It was clearly the feeling among the economists attending the Washington January conference that the programs of the regional outlook conferences for 1931 should include more discussion of ways and means of facilitating the practical application of outlook information. The whole extension organization may well devote thought and effort in 1931 to determining how the outlook can more effectively aid the farmer in answering the all-important questions: What shall I produce; how much shall I produce; and when shall I plan to sell in order to make the most profit?

A Life Work

Is extension teaching to be regarded as a life work? Or is it only a work for young men and women, a makeshift pending one's establishment in a more substantial profession? Does extension teaching offer the privileges, the recognition, and the opportunities for self-improvement afforded men and women engaged in resident teaching and scientific investigation in the field of agriculture and home economics?

These are thoughts that are in the minds of many extension workers to-day. The more mature men and women in the work, in particular, are weighing pro and con extension's claim to professional status.

Whatever may be the verdict, there are many now engaged in extension work who are attracted and held to it because it deals so largely in human problems and relationships and pays them for their effort in human appreciation. To these extension workers, there is only one road they are willing to take. If extension teaching as a profession has not attained to the standing and recognition of other allied professions, these workers are determined to attain such standing and recognition for extension. They realize that it rests with them to develop for extension teaching and for themselves as individuals higher professional standards, the more scientific organization of instruction, more definiteness in teaching technique, and more opportunities for systematic study and professional improvement if this standing and recognition are to be achieved. With some six thousand extension workers earnestly seeking the attainment of these objectives, can it be questioned but what extension teaching will take equal professional rank with any of its allied professions? Surely, the near future will see extension teaching justify and command, without question, the lifetime devotion of intelligent and ambitious men and women.

Pioneers

The story of the beginning of farmers' cooperative demonstration work in the South under the leadership of Dr. Seaman A. Knapp is told in this issue of the Review by one of his earliest associates, J. A. Evans, now associate chief of the Office of Cooperative Extension Work. It is a story of deep interest to every thoughtful extension worker. The story of the pioneers of any movement always has fascination. Particularly, is this true when the story is told by one of them. No extension worker can fail to feel a quickening of the pulse as he reads the paragraph in Mr. Evans' narrative where he steps out of the chronicling of dates and events and says of the relation of Doctor Knapp to his fellow workers, "They bore to him the relation of loving, dutiful sons to a respected and beloved father, rather than the purely official relation between a chief and his subordinates."

What a world of meaning there is in that sentence! What a tribute it is to Doctor Knapp! It explains, also, the 25 years and more of devoted and productive service which Mr. Evans has given to the extension cause. It was most fitting that Mr. Evans should have received from Epsilon Sigma Phi, the national honorary fraternity of the agricultural extension service, in November, 1930, the award of the distinguished service ruby of that society. Mr. Evans is the only man now living to hold this honor. It has been accorded to two others—the late Dr. A. C. True, director of the States Relations Service, and the late W. D. Bentley, formerly director of the Oklahoma Extension Service and Mr. Evans' associate in the early days under Doctor Knapp in Texas.

The cooperative movement in Canada has passed the experimental stage, according to Dr. John F. Booth, commissioner of agricultural economics of the Dominion of Canada.

Though the volume of business handled by farmers' associations in Canada varies, of course, with the price of farm produce, a conservative estimate places the total at from \$300,000,000 to \$500,000,000 annually. The total number of associations operating is not known, but nearly 1,000 reported to the Government last year and these gave a membership of more than 400,000, including some members who were not farmers. When it is realized that there are only about 700,000 farmers in Canada, it is evident that most of them belong to at least one association, even allowing for some duplication of membership.

How Farm Demonstration Work Began

J. A. EVANS,

Associate Chief, Office of Cooperative Extension Work, U. S. Department of Agriculture

FARMERS' cooperative demonstrations was one of the several lines of work begun under an emergency appropriation which was made to enable the Secretary of Agriculture to meet the ravages of the Mexican cotton-boll weevil. The appropriating act was signed by President Roosevelt, January 15, 1904, and the funds became available immediately.

The Bureaus of Entomology and of Plant Industry in the Department of Agriculture were allotted the funds for work along several different lines bearing on the weevil problem. Secretary James Wilson said that he regarded the plan for farmers' cooperative demonstrations as offering the most promise for relief from existing conditions of any of the proposed activities. He referred to it as "propaganda work." The purpose of this work was to convince the panic-stricken farmers and business men in the boll-weevil infested territory that cotton could be profitably grown in spite of the boll weevil by the adoption of better cultural methods.

Farms Established

Dr. Seaman A. Knapp, who sponsored the plan and was placed in charge of the work, was an advocate of demonstrations as an effective method of teaching adult farmers. He had established previously and supervised for the Bureau of Plant Industry several demonstration and test farms in the South. These farms were in effect Government stations conducted by paid employees.

In 1903 Doctor Knapp had established near Terrell, Tex., a community demonstration farm on an entirely new plan. The farm owner carried on the demonstration at his own expense, with a guarantee from the business men of the town against possible loss. The object was to demonstrate good farm-management prac-

tices and better cultural methods. Such crops as corn, cotton, legumes, and potatoes were grown on a 70-acre tract. There were no boll weevils in that part of the State at the time and the Terrell

outlined his plan, and asked for the cooperation of all the agencies in a position to help and make it a success. He obtained the fullest possible cooperation from the press in the territory and es-

tablished as a cardinal principle of demonstration work the public report, through the press, of results obtained. The railway industrial agents were called into conference; they pledged the full support of the railways, including free transportation on all lines for Doctor Knapp and his assistants. Bankers and business men also offered their full cooperation. Dr. D. F. Houston, at that time president of the Texas Agricultural and Mechanical College and, later, Secretary of Agriculture, placed the farmers' institute personnel under Doctor Knapp's direction. More than 1,000 farmers' meetings were held during that first year.

Department officials had expected that Doctor Knapp would need only three or four assistants, but it was soon evident that more help would be necessary to organize the work in the State before cotton planting time. More than 30 additional "special agents" were employed in February, usually for a 60-day period, and assigned territories embracing from 10 to 25 counties each. Their job was to obtain the cooperation of business men and farmers and to establish "cotton culture farms" of 5 to 20 acres near the market towns in their territories. Doctor Knapp called these "town farms."



Pioneers in Farm Demonstration Work

These were four of the first farm demonstration agents appointed by Doctor Knapp in February, 1904. They are, reading from left to right, J. A. Evans, who is now associate chief of the Office of Cooperative Extension Work and has been in extension work longer than any other living man; J. L. Quicksall, who was formerly State agent for western Texas and now is living on a farm at Waco, Tex.; the late W. D. Bentley, who died at his home in Stillwater, Okla., after completing 26 years, 4 months, and 17 days continuous service in extension work (the longest unbroken service of any man in extension work) and who was assistant director of the Oklahoma Extension Service at the time of his death; and W. F. Proctor, who at the time of his death in 1916 was State agent in charge of the county agricultural agents of Texas

farm had no direct connection with the farmers' cooperative demonstrations. However, the plan for this work was patterned after the successful Terrell farm experiment.

Doctor Knapp went to Houston, Tex., on January 25, 1904, and immediately began an intensive publicity campaign,

Demonstrators and Cooperators Obtained

The business men were asked to give the necessary seed and fertilizers and to select the demonstrators. These farm demonstrators agreed, in writing, to prepare, plant, and cultivate the farm according to Doctor Knapp's instructions.

and then make the required reports. Personal instruction by the agents was promised the demonstrators. Several hundred farms were successfully operated under this agreement in 1904.

Other farmers were asked to become cooperators. The cooperators also agreed in writing to prepare, plant, and cultivate a specified number of acres, entirely at their own expense, according to written instructions to be furnished them. Written reports of yields and a comparison of the crop grown according to instruction with the average crop on the rest of the farm and of the community were expected. More than 8,000 cooperators were obtained in Texas and Louisiana, the only States in which work was done that year.

Continuation of the Work

When the 60-day period of employment expired, most of the agents were reappointed for longer periods. It was considered that continued visits to the farms were essential to supervise operations, to advise with cooperators, and to observe and report results.

The results of farmers' cooperative demonstration work for the first year were even greater than its sponsor had hoped for or dreamed of. The morale of farmers and business men was restored; a profitable cotton crop had been grown in spite of the weevil, and the movement was everywhere indorsed and praised.

During this year the boll weevil continued to spread over Texas and reached almost to the borders of Arkansas and Louisiana. It was apparent that it would soon spread over the entire cotton growing belt. It was planned, therefore, to increase the farmers' cooperative demonstration work in Texas and to begin it in States soon to be infested with the weevil because the work seemed to offer the most promise for relief in Texas.

The Early Agents

Few of the agents appointed in 1904, or in the next few years, had any college or technical training in agriculture. As a rule they were mature men, 30 to 60 years of age. All of them were farmers or had some practical farm experience. The salaries paid ranged from \$60 to \$80 per month. What these men may have lacked in technical training they made up for in experience, in energy, in zeal, and in an understanding of the farmer and his problems.

The term "Knapp Disciples," often applied to them, was not an inappropriate one. Inspired by him they became crusaders with a mission to increase the incomes of the average farmer.

Farm Accounts Used in Developing County Programs

Answers to a question recently sent to several county agents in Ohio regarding the value of the farm accounting project in their county programs of work, showed conclusively that the value of the individual farmer who kept the record was considered as only a small part of the total value to the extension work of the county, reports Carl R. Arnold, Ohio extension economist.

One agent stated, "The service to individual farmers is only a small part of the value of the farm account work in this county, although this, together with the spread to neighbors, would justify the efforts. Our county farm account summary is discussed thoroughly each year with our county executive committee as a basis for the county program. It is also discussed with our township leaders and used to support all projects. These reports for the last eight years have given a definite indication of the importance which should be given to different projects. The results of the 1929 account records in this county were the chief reasons for the greater emphasis which we have placed on certain phases of the livestock efficiency program this year."

Another agent stated, "Results of the farm accounting analysis several years ago showed the importance of livestock instead of grain farming in this county. The results of these summaries have been the basis for our livestock extension programs for the last four years."

Another reply included the following: "It is easy to talk about balanced rations, quality of livestock, good crop yields, and soil improvement, but it is hard to get any action unless we have specific information upon which to base our discussions and definite proof that such practices are profitable. Although the most direct benefit from the farm accounting program in our county comes to the record keepers themselves, we use it in our extension program as a guide to all extension activities. I believe I can conscientiously say accounting work is an aid in every extension project in this county. It gives local facts and local proof that some of the things which we recommend are advisable."

The facts shown in an analysis of from 30 to 50 farm account records in a county give one of the best possible guides toward a sound extension program, Mr. Arnold says. The fact that this information is local and that the county agent is familiar with it is very largely responsible for the extensive use made of it. Only during the last four years have there been any number of Ohio counties which have had sufficient farm account records to be used in this way. The broader phases of the farm accounting work, which include its use in the county extension program and its use in developing the projects of other specialists, are just beginning to be utilized, according to Mr. Arnold.

They bore to him the relation of loving, dutiful sons to a respected and beloved father, rather than the purely official relation between a chief and his subordinates. Indeed, it was Doctor Knapp's kindly, sympathetic, human personality, and missionary zeal for a better agriculture, as much as his sagacity and practical way of dealing with men and organizations, which contributed to the remarkable influence he wielded and the remarkable success which cooperative demonstration work with farmers and their families has attained.

Tributes to Doctor Knapp

Doctor Knapp died April 1, 1911, at the age of 77 years. Once president of the Iowa State Agricultural College, he was buried in the cemetery on the campus of that institution, where also lie the remains of six other former college presidents.

Last June the Iowa delegates to the National 4-H Club Camp in Washington, on their return to Ames, laid a wreath upon Doctor Knapp's tomb as a tribute to the founder of this great movement. They did this as representatives of the camp and of the 800,000 boys and girls now in club work. The president of the college, the extension staff, and other officials participated in an appropriate ceremony.

In the words of Dr. A. C. True: "He had lived to formulate and direct the development of approximately the whole system of farmers' cooperative demonstration work." This system, under the Smith-Lever Act of 1914, has expanded into the present nation-wide one of cooperative extension work in agriculture and home economics which employs 6,000 workers and annually expends over \$25,000,000.



Club members and leaders at Camp Plummer

Camp Plummer—the Northwest 4-H Club Event

REPRESENTING the 4-H clubs of Idaho, Montana, Nevada, Oregon, Utah, Washington, and British Columbia, Canada, 571 club members and leaders participated in the educational activities of Camp Plummer at the Pacific International Livestock Exposition, October 25 to November 1, 1930. Demonstrations, judging contests, and educational trips made the week a profitable one for the northwestern 4-H club boys and girls, according to H. C. Seymour, Oregon State club leader.

Contests

One day of the camp was devoted to foods, clothing, livestock, crops, rabbit, poultry and egg judging, and meat identification and judging. Gold medals for first place and silver medals for second place were awarded to the winning demonstration and judging teams.

Sidney Rasmussen, Portland, Ore., and Neca Jones, Overton, Nev., scored highest in the health contest. The entrants

in this contest had previously won their respective State health contests.

Six States sent demonstration teams in agriculture and home economics to compete for the Plummer trophy which is presented each year by O. M. Plummer, manager of the Pacific International Livestock Exposition. This trophy was won by the State of Washington this year.

The annual fat stock auction sale, in the opinion of those who conducted it, was the most successful sale that has been held there. In one hour and a half, 17 fat steers, 32 lambs, and 225 fat hogs were sold. The total amount received for the animals at this auction sale was \$7,561.39. It is said that the buyers plan a year ahead of time to purchase some of the animals at this sale.

Educational Activities

As a treat for the boys and girls from the inland who had never seen the ocean, a special train left the grounds early one morning for Seaside, Ore.

Here the boys and girls were entertained by the local chamber of commerce at luncheon and privileged to roam around the beach, see if the water was really salty, feed the gulls, and have a genuine good time. The majority of those making the trip had not seen the Pacific Ocean before.

On another day the club members were shown through the battleship *Oregon* which was docked at Portland. Then they were taken on a boat trip down the Willamette River and up the Columbia River as the guests of the port of Portland.

When the club members held their banquet, they were addressed by A. W. Norblad, Governor of Oregon, and other prominent citizens of the Northwest. On the last evening of the camp, Mr. Penney, donor of Penney Hall, was at the exposition and was the guest at a dinner of former 4-H club members who were students at the State colleges in Washington, Idaho, and Oregon. All of the meals were served, family style, in Penney Hall.

Canning in Texas

Results of the 4-H pantry demonstration in Texas for 1930 have gone beyond the most optimistic hopes of the home demonstration agents of the State who, under the direction of Lola Blair, extension nutrition specialist, have been promoting the organization of farm pantries, the consideration of the family

food needs, and the budgeting of canning for the unproductive months with those needs in mind. By midyear 1,093 farm women had undertaken the full demonstration and more than 3,000 were enrolled as cooperators with the intention to make at least one major improvement in their pantry work. This might be more storage space for canned foods,

or a more convenient arrangement of storage facilities, or the making of a recipe and menu file involving the study of an adequate diet for each member of the family, or the planting of a garden or orchard to supply the needed fruits and vegetables, or the raising of meat animals for canning and curing to insure a proper meat supply.

Rural Sociology Specialists Meet

THE extension specialists in rural sociology held their first annual conference in Cleveland, Ohio, for two days prior to the meetings of the American Sociological Society in December, 1930.

In order that the group discussions might be especially worth while, each specialist brought to the conference about 30 copies of his answers to the 10 discussion questions. This device brought specificity into the thinking discussions of the conference.

Objectives Formulated

The general objectives in agricultural extension work have been stated as "diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and encouraging the application of the same." More adequate incomes, the cooperative spirit, the wise use of leisure time, and higher standards of life are the results to be desired.

According to Robert G. Foster, of the Office of Cooperative Extension Work, rural sociology extension contributes to the attainment of these general objectives by developing with rural people the science and art of living and of working in groups. It accomplishes this through assisting them in: (1) Analyzing their larger community situations, (2) thinking through the principles underlying their group relationships, (3) discovering needed adjustments, (4) planning for desired improvements, (5) developing practical methods of procedure, and (6) applying these methods.

This development is concerned with individual adjustments and with such group adjustments as the family group in its inner and outer relationships; voluntary-interest group relationships (e. g., farmer clubs and associations, recreational groups, etc.); cooperative group relationships (e. g., membership morale); town and country relations; local government groups in relation to tax-supported institutions (e. g., schools, libraries, hospitals, and public welfare); and the individual and the group in relation to their cultural environment.

The general objective is to stimulate specific activities contributing to the development of human values and rural talent, and to assist rural people in developing and coordinating their various groups and institutions in relation to their priority and emphasis in community building.

The conference was opened with a paper by Doctor Foster which gave a digest and review of the rural sociology extension work which is now being conducted. This was followed with discussions by W. H. Stacy of Iowa, and B. L. Hummell of Virginia, on the extent to which the present activities were sociological.

The other papers presented were Situations Met by Extension Workers that Demand Sociological Knowledge for Their Best Solution, by R. C. Smith of Ohio; Contribution of Sociology Science for Rural Sociology Extension Workers, by A. F. Wileden of Wisconsin; Basic Considerations in Planning Rural Sociology Programs, by Nat T. Frame of West Virginia; My Philosophy of Rural Life, by C. B. Smith of Washington, D. C.; The Importance and Value of the Career of the Rural Sociology Specialist, by C. J. Galpin of Washington, D. C.; and Plans of Work, by D. E. Lindstrom of Illinois, B. L. Hummel of Virginia, W. R. Gordon of Pennsylvania, and A. H. Rapking of West Virginia.

Extension Workers Present

The extension workers who attended this conference were: D. E. Lindstrom, Illinois; O. F. Hall, Indiana; W. H. Stacy, Iowa; Merton Oyler, Kentucky; Eben Mumford, Michigan; Fred Boyd, Missouri; R. B. Tom, R. C. Smith, and J. P. Schmidt, Ohio; W. R. Gordon, Pennsylvania; B. L. Hummel and Robert Polson, Virginia; Nat T. Frame, A. H. Rapking, and Leonard Rigglesman, West Virginia; A. F. Wileden and E. L. Kirkpatrick, Wisconsin; and C. B. Smith, C. J. Galpin, and Robert G. Foster, Washington, D. C.

Farmers' Institutes

The nine States conducting farmers' institutes in 1930 held an aggregate of 2,584 institutes extending over a period of 3,752 days and comprising 8,569 sessions at which a total of 1,269,419 persons were in attendance. The instruction at these institutes was given by 653 persons, of whom 59 were members of the extension force, 50 from experiment station staffs, 11 from the personnel of State departments of agriculture, 187 from a special force, and 346 from sources other than those specified. Those from outside sources were mostly actual practicing farmers and farm

women selected and hired during the institute season because of their success and reputation for having actually done the things on their own farms or in their own homes under normal conditions, as well as for their ability to tell others how they did it. The cost of these institutes was \$176,008.79, of which \$112,416.87 was from State appropriations for farmers' institute work and \$63,591.92 from local contributions.

In comparison with the previous year's report of farmers' institutes conducted by both State departments and colleges of agriculture, the report for 1930 showed a slight decrease in the number of institutes held, days lasting, and sessions held, but a slight increase in number of persons in attendance and in the amount of money expended.

NATIONAL 4-H RADIO PROGRAM

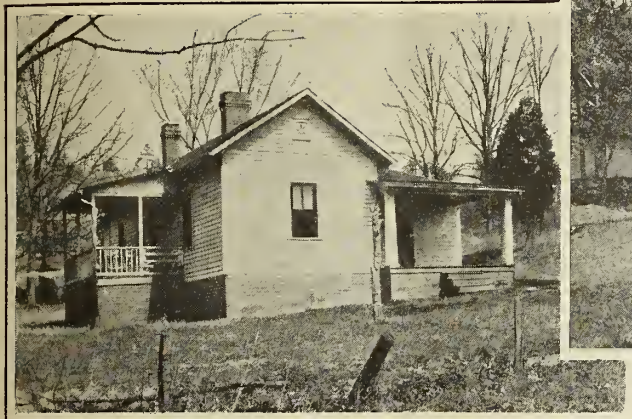
SATURDAY, APRIL 4

Music from Spain and France will be featured in the National 4-H Music Achievement Test which will be broadcast on Saturday, April 4, as a part of the United States Department of Agriculture Farm and Home Hour. The following selections will be played by the United States Marine Band:

Toreador Song from	
"Carmen"-----	Bizet
Amaryllis-----	Ghys
The Swan-----	Saint-Saëns
Quartet from "Mignon"-----	Thomas
March of the Little	
Lead Soldiers-----	Piérné
En Bateau-----	Debussy
Moraima-----	Espínosa

Even fleas have become an object of extension interest. The University of Illinois is recommending that fleas be controlled by thoroughly cleaning up the farmstead and then soaking the ground, floors, and first three feet of the walls of the farm buildings, feed floors, sheds, and feeding lots frequented by any farm animals with a very coarse spray made from one part of miscible or soluble oil to 20 parts of water. This treatment is economical and practical, although it takes about 300 gallons of spray for the average farmstead.

Better Homes in Tennessee



The demonstration house before and after the better homes campaign

THE week of April 26 through May 2, 1931, has been set apart as National Better Homes Week. Many extension workers, both men and women, have cooperated in some way in this national movement every year since it began in 1923. In many rural communities over the United States the home demonstration agent has been largely responsible for the furnishing of a demonstration house open to the public during Better Homes Week.

In Tennessee, extension workers have adopted as their slogan "Better homes on better farms," according to Lillian L. Keller, Tennessee home-management specialist. Men and women agents work together for the betterment of farm homes in Tennessee. They have found that one of the best ways to get this project across is by using tours for visiting farms where improvements have been made. One home visited has installed a water system, another has been planted with shrubs from cuttings, and another has some modern farm equipment. All these things are of interest to both farm men and women.

Demonstration House

Instead of a tour in some counties a demonstration house has been opened during Better Homes Week to interest rural people in improving their homes. In April, 1929, a house of this type on the outskirts of Knoxville, in Knox County, was open to rural and town people, and was visited by 6,000 persons from 10 different counties. Two families had been living in this 5-room rented

cottage with only a cretonne curtain for a partition. The spending of \$1,000 completely changed the run-down house, and it was sold for a material increase within a month after it was opened to the public.

The home agent, the county agent, specialists, and even the director of the extension service worked on this demonstration house as a joint project. The rooms were furnished inexpensively, the yard was sodded and planted with shrubs, a garden was planted, and the back yard was equipped with homemade merry-go-round, see-saw, balance board, and other things dear to the heart of a growing child.

One room in the house, which was planned for the 15-year-old girl of the hypothetical family, was furnished entirely with refinished furniture and articles made from dyed flour sacks. A home demonstration club, which had been working on a room-improvement project, undertook the furnishing of this room. Rugs were braided, and seat covers, curtains for the windows, curtains for the dressing table, and all accessories were made from feed bags or flour sacks. Even the dresses, aprons, and shoe bag hanging in the closet were made from sacks.

Influence of This House

Although this demonstration house was furnished in April, 1929, its influence still is being felt in extension work. Just recently 15 farm homes in Knox County were visited by Miss Keller and scored for a girls' room-improvement

contest. Twelve of the fifteen rooms were done over in a color scheme of yellow and green—the colors used in the "room that sacks built" in the demonstration house. Several dressing tables and bedside tables were made exactly like the furniture displayed during Better Homes Week. In addition to this illustration, Miss Keller reports that playground equipment, rugs, curtains, lamps, pillows, and other articles have been made by rural people who visited the little house, so that, although it was dismantled many months ago, it continues to "carry on."

Extension workers might now plan to have a county tour or a demonstration home during Better Homes Week, April 26 through May 2, 1931.

Joins Iowa Staff

Fannie R. Buchanan, who has given music-appreciation work on extension programs in many States during recent years, has been appointed assistant in rural organization for the Iowa Extension Service, with headquarters at Ames. While on the staff of a well-known sound-recording company, Miss Buchanan collaborated with Rena M. Parish in writing for 4-H club members *A Ploughing Song*, *Dreaming*, and *A Song of Health*. These three songs are among those which are available as film strips and lantern-slide series from the Office of Cooperative Extension Work, Washington, D. C.

Iowa Agents Plan Work

The systematic planning of their work for 1931 brought together practically all the Iowa county agents during December in a series of nine district conferences, reports Murl McDonald, assistant director of Iowa Extension Service.

The work of a county agent in Iowa involves from 30 to 40 different project activities and the use of about as many distinct extension means or methods. Systematic selection of the most effective means best adapted for use in each project was carefully considered to meet the increased demands upon the time of agents. This planning or budgeting of time is similar to that recommended to farmers. It is a case of a county agent planning his job or the job will soon be pushing him.

This was the second successive year that the program-calendaring conferences have been conducted. Each of the groups consisted of from 10 to 12 agents. The discussion opened with the listing of all extension means on a blackboard. The means used in one of their most intensive projects were checked on this list. Later a chart was displayed giving a complete list of extension methods.

The next step was to indicate the factors to be considered in determining what means or methods should be used in conducting a project. The following were mentioned:

- Goal to be reached.
- Need or interest in project.
- Stage of development of project—previous methods used.
- Time of agent available.
- Cost and available funds.
- Help available—specialists and leaders.
- Office facilities.
- Nature of project—type of work.
- Seasonal conditions.
- Territory to be covered.
- Number and character of people to be reached.
- Training of agent.
- Results contemplated.
- Effectiveness of different means.

A brief discussion followed of methods to be utilized in checking results of project work, such as surveys, questionnaires and cards, reports through co-operators and leaders, show of hands or ballots in meetings, personal observations, visits, interviews, tours, census reports, and similar devices.

Each county agent was seated at a table and furnished with a large sheet ruled one way so as to provide two columns for each month and ruled cross-wise to allow ample space for each major activity. The two columns for each month included one for writing in the work to be done on each project and a narrow space for indicating the number

of days of the agent's time to be allotted to each activity.

A copy of this county program of work was used by the county agent in making up his calendar of work. In addition to this, he had a book of extension projects prepared by the State extension specialists showing the extension methods recommended, the specific work to be done, and the plans for the individual county.

A mimeographed booklet was furnished containing suggestions for calendar plans for each of several major projects. This included an outline of extension activities by months on a few projects as actually carried out in individual counties during 1930. Sample calendars prepared and used by some of the county agents covering all projects in their counties during 1930 were also exhibited. These calendars had been used as a means of checking progress of work during the year. A list of the dates of such events as farmers' week, the State fair, and the junior short course were furnished the agents for reference.

A preliminary draft of the program calendar was prepared at the conference by each county agent for his county, to be typed or printed and posted in the county agent's office for use during the year.

Commenting on this program making by Iowa county agents, H. W. Gilbertson, Office of Cooperative Extension Work, says:

The calendar will be useless if merely prepared and rolled up or stuck away in a desk. Posted on the office wall it indicates a busy agent and a useful county extension organization. It is helpful in portraying the span of work. It should convince anyone, including officers, directors, and leaders that the agent is busy the year round and the program is more than a 1-man job. It serves as a basis for checking results. It is efficient planning.

Cooperative Conference

At the fifth annual cooperative conference held at the Pennsylvania State College, November 20-22, 1930, the following topics were discussed: Credit extensions and collections, membership problems, plans of the Federal Farm Board for the Northeastern States, marketing plans of the Grange League Federation, and management responsibilities. Approximately 125 members of cooperatives attended.

H. N. Reist, extension agricultural economist in Pennsylvania, reports that representatives of the extension division assist most of the active cooperatives of the State in setting up accounting systems; with instruction in bookkeeping,

assistance in auditing, instruction in the interpretation and use of financial reports, and assistance with financial, business, and management problems.

In providing these services, the extension representatives come in contact with those cooperative organizations whose methods of extending credit and making collections, and of meeting membership problems are successful. Representatives of these organizations are asked to contribute to the conference.

Studies Made

During the past few years studies in credit extensions and membership problems have been made by research workers in the college department of agricultural economics. The results of these studies are presented at the annual conference. Requests for this type of information by local cooperatives are handled by extension specialists.

The work of the extension representative reveals problems of management and at the conference he discusses the most general of these problems.

Home-Economics Posters

A series of eight new home-economics posters is now available for the use of home demonstration workers, home-economics extension specialists, local leaders, and others. They were prepared by the Office of Cooperative Extension Work in cooperation with the Bureau of Home Economics, and cover the following subjects: Self-help bibs, self-help suits for little boys, children's play suits, aid in window curtaining, home baking, savory meat dishes, egg dishes and ice creams, and home canning of fruits and vegetables.

The posters contain from 6 to 12 small pictures each, with explanatory legends, which illustrate the important points of the subject. They were designed for extension workers who wish to use illustrative material in their work, and will be found particularly helpful at conferences and group meetings and for exhibits.

The posters are not available for free distribution, but may be purchased either as photographic prints, size 8 by 10 inches, or as bromide enlargements, size 16 by 20 inches. The 8 by 10 inch size sells for 9 cents each and the 16 by 20 inch enlargement, mounted on cloth, sells for \$2 each. Larger sizes can also be obtained at proportionately higher prices, which will be furnished upon request. Purchase orders for the posters should be sent to the Office of Cooperative Extension Work, United States Department of Agriculture, Washington, D. C.

Home Industries in Texas

PROCEEDING on the idea that marketing surplus products is one major farm problem and quality production another, an extension service specialist in home industries was appointed in Texas according to M. F. Cunningham, associate extension editor in Texas. This specialist had a commission to work with the county home demonstration agents in obtaining demonstrators and developing production processes and marketing methods. The work was found to be of so much value that another specialist in the same

profit of \$55. She has added 1,700 strawberry plants to her patch, bought a canner and sealer, improved her kitchen, and plans to sell a great deal more in 1931.

Two sisters in Jack County have specialized in hand woven and braided articles. Working only in their spare time they have made a profit of approximately \$75 apiece and have not been able to supply the demand for their rugs, couch covers, chair throws, scarfs, pillows, and braided silk mats. Three

she can turn them to a profit by standardizing her product and offering it for sale in an attractive way. In addition to standardizing recipes and furnishing lists of supplies and equipment needed, the specialists have designed and had made bottles, jugs, paper boxes, butter and egg cartons, labels, stickers, and tags for "dressing up" the homemade products and presenting them to the public in a style befitting their excellence.

The development of the home industries work has given many women on the farms of Texas an outlet for artistic and economic ability, and the use they have made of the money has been as interesting as how they made it. Improved homes and grounds, better equipment, some music, some books, some travel—all planned to be shared by the family as a whole—these things have shared the funds with grave necessities and family emergencies. The sense of successful achievement has lifted each demonstrator to a position, mentally as well as financially, from which she is better able to cope with the problems of her life as a whole, according to Miss Cunningham.



This label helps to standardize products of home industries in Texas

line was added in October, 1930, and a division of the field was made. Mamie Lee Hayden, the first appointee, was given the work with fruits, nuts, textiles, household furnishings, cakes, puddings, and candies, and Zetha McInnis, the new specialist, was given the work with meats, vegetables, cereals, and dairy and poultry products.

Demonstrators Obtained

The first step in the work was to find demonstrators who would follow standardized recipes or methods, insuring that the product would always be of a certain quality. The second step was to help the demonstrator to market her product profitably and to prove to herself and her circle of acquaintances (which always included a few doubting Thomases) that there is a steady market for quality products. Women of ability, ambition, and persistence were sought as demonstrators, and their work was watched and guided through all of the experimental stages by the county home demonstration agents in consultation with the specialists. A few stories of demonstrators will illustrate the small beginnings and healthy growth of the work.

A Harris County woman sold 665 small containers of strawberry preserves at a

other women in the same county have taken up the same line of work.

A Hidalgo County woman has become an expert in designing, making, and selling leather purses, key rings, bill folds, and chair seats. Through the sale of these products she has added a bedroom for her two little girls, has arranged good storage facilities and bought a gasoline heater for the home, and has paid the taxes on 320 acres of land.

A Brazos County woman paid for the improvements of her living room, which she entered in the living-room contest, by the sale of her excellent noodles and doughnuts with the advice and help of the home agent of the county.

A Gray County woman, making a great profit on low-priced wheat in the Panhandle, canned and sold more than 400 containers of steamed whole wheat.

Three Milam County women have sold \$529.75 worth of canned products, linens, and grape juice made from native grapes.

A Jefferson County woman has perfected a delicious crystallized fig. On that, and on fig jam and fig sweet pickle, she made a profit of \$207 during the past season.

These examples could be multiplied indefinitely, but they are enough to show that no matter what are the resources of the county in which a demonstrator lives,

Idaho Rodent Control Work

Rodent-control work was carried on in 40 of the 44 counties of Idaho during the fiscal year ending June 30, 1930, with unusual success, reports T. B. Murray, Idaho extension rodent-control leader.

The year's campaign extended over 2,140,300 acres of land, involved the distribution of 231,260 pounds of poisoned bait and cyanide, and cost all of the co-operating agencies \$39,301.48. Twenty-seven county agents assisted in the work, and approximately 16,700 landowners, farmers, and livestock men cooperated in the drive to reduce losses caused by rodents. Since the drive was conducted on a state-wide basis, the poisoned bait was mixed at central stations and supplied to the cooperators practically at cost, which saved them about \$19,000.

Mr. Murray states that, since the species of rodent pests in Idaho are not readily exterminated, their efforts are directed toward the most effective control over the greatest possible area at the smallest cost consistent with good supervision and thorough treatment. During the year campaigning was carried on against the ground squirrel, rock chuck, pocket gopher, jack rabbit, field mouse, porcupine, and magpie.

Watch the Background



The setting for this photograph is not only unsuited to the character of the story to be pictured, but the prominence of objects in the background presents conflicting elements which detract from the central point of interest



The farmyard or pasture provides an appropriate setting for this type of photograph. The distant rise of a landscape is also helpful in furnishing the necessary contrast

A MOST important feature in taking photographs, and one that is all too commonly overlooked, is the background. The background plays an essential part in every picture. It has two functions: One is to show that the principal objects are located in their proper setting, and the other is to enhance, by contrast, the importance of the principal objects. The background that is least noticed in the picture is the most successful. It is true that the background furnishes just one more thing to think about when making a photograph, but it is one of those things that will mar or make the picture.

In taking a photograph, the setting should be carefully chosen. Select a quiet background, one that offers pleasing contrast with the main object of interest and which will set it off in its proper environment. Exclude from the view all elements that may set up competing attractions and thus may destroy the unity of the picture. Be careful also to note how the light falls on various objects. Too much light falling on the background and too little on the important elements of the scene may place the emphasis on a subordinate part of the composition. Where the background consists of trees, care

should be taken that a large patch of sky does not show through the leaves. This would make an objectionable white spot on the picture that would draw the attention away from the central point of interest.

The point where the camera is to be placed should be selected only after some thought has been given to the background. Often, moving the camera a few feet to the left or to the right will eliminate from the field of view objects that would serve only to confuse the picture. Likewise, moving the camera closer to your subject may be helpful in keeping out extraneous matter.

Montana's Home Demonstration Handbook

A HANDBOOK which is designed to include information about which a new worker should know has been assembled for use in Montana. This information is used by the State home demonstration leader in conference with the new worker and thereafter becomes a source of information and a guide to the new worker.

The handbook is in mimeographed, loose-leaf form so that changes can easily be made as need arises. The table of contents is as follows:

Legal Authority for Cooperative Extension Work.

List of Extension Workers, United States Department of Agriculture.

Members of the Montana Extension Staff.

Preparation and Qualifications of Home Demonstration Agents.

List of Information Every Agent Should Know About Her County.

Office Organization.

Office Supplies.

The Aim of Home Demonstration Work. Programs and Projects.

4-H Clubs.

Home Demonstration Clubs.

Agent's Calendar of Work.

Leaders' Training Schools.

Reports.

Finances and Expense Accounts.

Bulletins and Mimeographed Material.

Illustrative Material and Equipment.

Annual Extension Workers' Conference.

Farm and Home Week.

Publicity.

Annual Leave.

Resignations.

Warning Regarding Political Participation.

Instruction for Use of Franking Privilege.

Benefits of Compensation Act.

Extension Workers' Code.

PICTURES WORK FOR YOU

Film Strips Will Do the Job

Have you not often wished for pictures that would illustrate and strengthen the points made in your talks—that would furnish positive local evidence of the practical nature of your recommendations? ~ ~ Have you not felt a need for a series of illustrations in convenient form for use at meetings, in the office, or during your farm and home visits? ~ ~ Your own photographs are best. They show how farmers in *your* county have solved their farm problems, how farm women have successfully introduced new methods. Such photographs are convincing. ~ ~ The film strip offers a practical way of showing such pictures. Film strips are easy to organize and inexpensive. They are a distinct help in extension teaching. ~ ~ Here are the titles of a few localized film strips recently prepared for use by county extension workers. A complete list of such localized film strips will be sent upon request.



Agents wishing to review any of these film strips may borrow them. Information will also be supplied about the cost of film strips and method of organizing the illustrative material for film-strip production.

OFFICE OF COOPERATIVE EXTENSION WORK
EXTENSION SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.



The farmer who is to prosper must have capital. Only the prosperous can really meet the demands of the consumer. In farming, as in every other kind of honest business, the only proper basis of success is benefit to both buyer and seller, producer and consumer.

THEODORE ROOSEVELT.

